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ATTENTION



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AUG 16 1922 ✓

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TITLE PAGE

THE ETHERAL FLAME ✓

A Photoplay in eight reels ✓

Directed by Frank Lloyd ✓

Author of Photoplay Joseph M. Schickel U.S.A. ✓



FIRST NATIONAL ATTRACTIONS

From PUBLICITY DEPARTMENT
Associated First National Pictures, Inc.
6 and 8 West 48th Street, New York.

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AUG 16 1922

Emile

Joseph M. Schenck.....10%
presents
NORMA TALMADGE.....100%
in
"THE ETERNAL FLAME".....75%
Personally directed by Frank Lloyd.....10%
Adapted by Frances Marion from ~~La Duchesse de Langeais~~ Balzac's
"La Duchesse de Langeais".....25%
A First National (T.M.) Attraction.....25%

CAST

Duchesse de Langeais.....Norma Talmadge
Duc de Langeais.....Adolphe Jean Menjou
Marquis de Ronquerolles.....Wedgwood Nowell
General de Montriveau.....Conway Tearle
Madame de Serizy.....Rosemary Theby
Princess de Vlamont-Chauray.....Kate Lester
Vidame de Pamier.....Thomas Ricketts
Count de Marsay.....Irving Cummings
Abbe Conrad.....Otis

SYNOPSIS

In line with the announced policy of giving the motion picture very best money, time and effort can procure, Norma Talmadge's stupendous success in "Smilin' Through" with another magnificent "Eternal Flame," and adaptation of the wellknown story "La Duchesse de Langeais" by Balzac, who could write of court intrigue and love as no other.

In "The Eternal Flame," one finds a story of love that revolves around the petty jealousies, scandals and intrigues of XVIII. The Duchess, a beautiful young woman of steel, self-regarded as a toy by her warrior husband, who would upon a falcon or horse. His interest is centered upon his own life and he leaves to take command of the army at the front without a thought for his wife.

In this line of action, she finds friends who seek her love; but to all she remains aloof until General de Montriveau, an intimate of Napoleon arrives. At first it is a game to see if any charm is able to make a dent in the inflexible iron soul of this soldier; but it passes that stage. The General is carried away by her sincerity. He refuses to listen to malicious whispers about her.

A moment of vanity, the desire to be known as the conqueror of the man who has never fallen in love, ruins the duchess. One expression of triumph is caught by the general whose entire faith in her virtue and sincerity is shaken. Then it is the woman who pays. The Duchess realizes that it is she who has been carried away by her love and her soul struggles to find a way in which she can regain this man's love.

The general kidnaps her, to make her pay for her deception by branding her. When the torture appears inevitable she bares her soul to him and declares that she is ready for the punishment. Her fervor convinces him to the extent that he releases her from the impending punishment but refuses to hold any further love for her. Unfortunately, his emotion causes him to ask once more, when she has a handkerchief before her eyes on leaving the building, if she can see. She foolishly replies "No," so as not to be deprived of the sight of him; and he, knowing that she can see, disbelieves her again.

Her letters for forgiveness and of explanation fail to find a welcome. Although her husband has died, she finds, at the end of months, that her love must perish and resolves to enter a convent. At the last moment the man who spurred the general on to believe malicious gossip about the duchess admits his mistake. Spurring his horses the general overtakes the coach bearing the duchess to the convent in time to turn a possible tragedy into a reunion of happiness.

"THE ETERNAL FLAME" presents Conway Tearle as leading man and a cast including Adolphe Jean Menjou, Wedgwood Nowell, Rosemary Theby, Kate Lester, Thomas Ricketts, Irving Cummings and Otis Harlan. Frank Lloyd directed.

The picture is a stupendous production - in line with everything Miss Talmadge has promised her followers.

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